

ANALYZE EXAMPLES

Learning from the mistakes and successes of others is a big part of being successful yourself. Take a look at these two cases, and think about how these companies applied the principles from this lecture.

SECTION 1

Lecture 6: Know Your Media

ACTIVITY

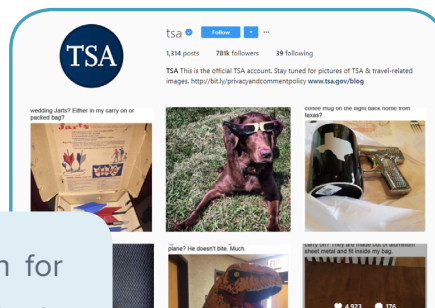


THE TSA TAKES CONTROL

EXAMPLE #1

“The TSA no longer wants to be known for invasive pat-downs, long lines, and seemingly arbitrary rules on banned liquids. So, the agency has taken to social media to change the conversation with its popular [Instagram account](#), which racks up nearly 2,000 new followers a day. By posting pictures of recently confiscated weapons and contraband—including loaded guns and lipstick tasers—using the hashtag #TSACatch, the TSA’s social media team brings a human touch to a seemingly impenetrable organization, and reminds travelers that airport security measures aren’t for nothing.”

From [Fast Company](#)



Things to consider:

Was social media the best choice for the TSA’s goals?

What alternatives could the TSA have pursued to rebuild their brand?



A MISGUIDED CAMPAIGN



EXAMPLE #2

Things to consider:

How could better copy have helped HealthNet?

What media should HealthNet have used to meet their goals? Were billboards a good idea?

HealthNet wanted to appeal to social media users and be seen as a modern solution to business needs. They attempted to gain credibility by running a campaign with a series of tweets printed and posted on outdoor advertising medium. The campaign was unsuccessful, and only got worse when it was discovered the tweets were fake. The ads were immediately removed and the brand’s image suffered.